

RFP #548
Methamphetamine Awareness Campaign
Vendor Questions and Department of Social Services Responses
02/22/16

1. Regarding the 'educational videos' mentioned in the RFP, how do you intend to show these materials? (PSA TV spots? Web-based videos? Other?) Are these videos part of an overall health curriculum in high schools?

Response: the curriculum could be delivered in a health curriculum but also in other classrooms as well. There must be two video's produced – one for the community and one for high school students. We would be open to considering other media approaches to show the material.

2. Will any of the videos need to be delivered as hard copies? DVD? Thumb drives? If yes, how many of each?

Response: there must be one hard copy of each of the two DVD's and two thumb drives for the two DVD's delivered to the Department of Social Services.

3. What is the anticipated 'shelf life' of these videos? How long will the flyers be posted?

Response: the shelf life of the videos would be 1 to 3 years. The flyers would also be posted for 1 to 3 years.

4. There were no specific mentions to any online, social or guerrilla messaging in the RFP. Should those channels not be considered or are you looking for the vendor/agency to make best suggestions?

Response: the Department of Social Services is expecting offerors/vendors to propose marketing campaign and messaging approaches. We have not intentionally excluded any specific approaches or channels and will consider all appropriate proposed approaches.

5. Are you expecting the video messaging to be a single, stand alone video or a multi-part series which each video is shorter and directly addresses a specific impact (physical, mental, developmental, social, etc....)? Is there a reason no specific number of videos was requested?

Response: see the response to question 1. The RFP does not request a video series.

6. The RFP states the flyer should be 8 x 11. Should that read 8.5" x 11"?

Response: the flyer should be 8 ½ X 11.

7. Does the flyer need to allow room in the design for the end user to add local contact information? Does there need to be any specific Department of Social Services information on the flyer?
Response: the production must include a DSS logo which will be provided to the vendor. The offeror/vendor must create a campaign specific logo, theme/slogan, and overall design of the campaign. There should be space for our community partner agencies to include their contact information.
8. If the vendor/agency is required to coordinate printing and production, do you know a print quantity you'd like us to estimate? Or will all printing and production be handled by the Department of Social Services?
Response: the Department of Social Services will handle the printing and production of the original videos and print material delivered by the offeror/vendor.
9. How are the materials to be delivered to the end users? Distributed by the Department of Social Services or mailed directly to the end users by the vendor/agency?
Response: the material must be sent to the Department of Social Services who will distribute the material.
10. If the vendor/agency is required to coordinate shipping & delivery, is there a master list of contacts and addresses?
Response: see the response to question 9.
11. Are there specific copy points, phrases, or slogans, as determined by recent research or other priority, that need to be delivered in the campaign's messaging?
Response: the offeror/vendor must select the information related to the videos and print material, but the Department of Social Services will help conduct research and review and approve copy points, phrases and slogans.
12. 'Other materials' is mentioned multiple times in the RFP regarding the scope of work. Do you have any initial ideas you'd like to see considered as part of the final deliverables?
Response: the initial ideas for the deliverables will be reviewed and approved by the Department of Social Services before they are finalized. We are open to suggestions on other print materials or online marketing options.
13. We are assuming none of the mentioned budget is to be allocated towards any sort of paid media. Any paid media will be handled by the Department of Social Services. Is this correct? If this is not correct,

does the Department of Social Services have any preference they would like to be included (radio, TV, billboard, online, social, etc...)?

Response: the RFP does not have a requirement to include paid media in the proposal. The Department of Social Services will make the final decision on what types of media promotion that will be conducted.

14. The RFP states the budget is \$100,000. Is the Department of Social Services expecting to see a preliminary cost proposal, or are general estimates and budget percentages adequate for this RFP process?

Response: the estimated cost to design and produce all materials related to the campaign must be included in the RFP proposal.

15. Will the vendor/agency be responsible for any services or support beyond the contract end date of May 30, 2016?

Response: the offeror/vendor will have no responsibilities beyond the end of the contract period – May 30, 2016.

16. Is there information, resources and data available for the selected vendor/agency to review prior to developing the campaign components?

Response: the Department of Social Services will work with the offeror/vendor on identifying resources and data for the development of the Methamphetamine campaign.

17. Does the Department of Social Services have any preliminary messaging identified that needs to be included in the campaign?

Response: the Department of Social Services does not have any preliminary messaging for the campaign; the messaging approach must be included in the RFP proposal.

18. Will the selected vendor/agency be responsible for full creative production? Will the Department of Social Services be providing any files, assets, scripts, etc... that need to be used?

Response: the offeror/vendor is responsible for all aspects of the production. The Department of Social Services will provide a DSS logo.

19. Do any of the materials need to be targeted at any specific 'at-risk' populations or audiences?

Response; print materials produced must be multi-cultural with 1 video targeting high school students ages 14 to 18 , and the 2nd video targeting adults 19 and older living in the communities.

20. Where will these materials be posted/played? Will they be in high schools only, or are you looking for creative placement opportunities across the state?
Response: the posters will be placed in high schools across the State. One video will be shown in the schools and the other video will be used to educate communities. The Department of Social Services welcomes ideas on alternative placements of posters in community sites.
21. Are you open to additional marketing tactics beyond the 8.5x11 poster and video(s)?
Response: if you want to discuss additional marketing tactics above the production of the posters and videos, you can do so in your proposal. The poster should be 8 ½ by 11.
22. Do you envision the videos coming to life in a graphic (on screen text/visual) format, or a live action (interview style) format?
Response: the Department of Social Services is flexible and is open for the offeror/vendor to offer ideas on graphics and the format of the videos. However, we require the offeror to work with the State on the final decision on the graphics and format of the videos.
23. How many videos do you anticipate needing to be produced?
Response: see the response to question 2.
24. Will there be logos, brand standards and photography delivered to us before beginning the project?
Response: the production will include a DSS logo that will be provided to the offeror/vendor. The offeror/vendor must create a campaign specific logo, theme/slogan, and is responsible for the overall design for the campaign.
25. Is there a unique look already established for this initiative/campaign, or would you look to us to create that?
Response: the offeror/vendor must create the look for the campaign.
26. Is there existing research you can provide for the campaign?
Response: see the response to question 16.
27. Does the \$100k budget include printing/shipping?
Response: the budget would include the printing and shipping for the original videos, flash drives and print material.
28. Is there an existing plan for the distribution of materials to high school students? If so, what?
Response: the State will put together a distribution plan once the offeror/vendor is selected, and the videos and print material are completed, approved and sent to the State.

29. Quantity of 8 x 11 flyer required?
Response: the flyer must be 8 ½ by 11. There must be one original of each flyer produced. The Department of Social Services will distribute the flyers.
30. Will the videos and other materials be presented in the school environment?
Response: see the response to question 19.
31. Distribution of materials is scheduled for June. Is this program planned to reach High School students when they are on summer break?
Response: the materials will be sent out to the schools at the beginning of the School Year in August 2016.
32. Are there specific at-risk populations that will be targeted?
Response: see the response to question 19.
33. How will the effectiveness of the campaign be measured?
Response: measuring the effectiveness of the program is not a component of the RFP.
34. In section 6.5 Award: Can you explain what is meant by performance schedule?
Response: the performance schedule refers to when an offeror/vendor is selected and a contract is developed for the services. A timeline for each deliverable will be negotiated with the vendor.
35. Will there be an external evaluation of the campaign's effectiveness or will the evaluation be a component of the proposal?
Response: the purpose of the proposal is to develop the material needed for the campaign. The offeror/vendor is not responsible for the ROI.
36. If the evaluation is a component of the proposal is there a set side percentage or amount that will need to be dedicated to the evaluation within the amount awarded?
Response: an evaluation component is neither an RFP requirement nor an expected proposal component.
37. Will there be follow-up required to contact the school districts who received the materials?
Response: there will not be a follow-up component under this RFP.
38. If there is follow up required with the school districts will it need to be completed within the grant period?
Response: see the response to question 37.